

Majority of Parents Want to Avoid Summer Tourist Hotspots with the Kids

LONDON, UNITED KINGDOM, July 30, 2024 /EINPresswire.com/ -- Majority of Parents Want to Avoid Summer Tourist Hotspots with the Kids

- Parents also struggle with inspiration for where to take their kids, as 44% take their children to the same places every summer holiday
- Nearly two-thirds (61%) say the cost-of-living crisis is affecting their summer holiday plans
- £3.49 billion collectively spent on kids each summer holiday as families spend an average of £425 to keep children entertained
- Best lesser-known outdoor summer locations for kids revealed by Jeep and Ordnance Survey
- Explore a total of 100 'off the beaten track' locations via an [interactive map](#)



Explore the top 15 free 'off the beaten track' locations and make this summer memorable without the crowds.

This summer, more than half of parents (56%) are looking to avoid tourist hotspots, according to a new survey of 1,000 parents by Jeep® and Ordnance Survey.

Yet, 44% of parents end up taking their children to the same places every summer holiday. The top reasons for this include children wanting to go to the same places (48%), a lack of inspiration on new places (32%), not being able to afford to visit other locations (29%), and not having time to research new places to visit (28%).

In addition, the survey highlights that 61% of parents say the cost-of-living crisis is affecting their summer holiday plans. Families spend an average of £425 on their kids' summer holiday activities, and with 8.2 million families in the UK with dependent children, a collective sum of £3.49 billion is spent each summer holiday.

To help parents find new and affordable places to visit, Jeep and Ordnance Survey have created

an interactive map featuring 100 'off the beaten track' locations across England, Scotland, and Wales. These spots have been selected based on walking route data from the popular OS Maps app, expert tips from Ordnance Survey outdoor ambassadors, and online reviews.

Explore the top 15 free 'off the beaten track' locations and make this summer memorable without the crowds.

Kris Cholmondeley, Managing Director at Jeep UK said: "Summer holidays with the kids can be challenging, requiring a lot of energy, planning and resources, so we want to help inspire parents with some fresh ideas for adventure.

"We've focused our top 15 'off the beaten track' outdoor locations on places that are free to visit, as keeping costs down is a top priority for parents. These locations showcase the very best of the Great British outdoors, yet those that are lesser known to the wider public."

Top 15 'off the beaten track' spots for kids:

England:

Shingle Street, Suffolk

An Area of Outstanding Natural Beauty, Shingle Street and its naturally occurring lagoon is a great place to unwind. A sunrise swim here is like being on another planet.

Categories: Swimming, Wildlife, Beach

Higger Tor, Peak District

A beautiful rocky vantage point in the Peak District is just a short walk from the car park.

Categories: Viewpoint, Walking, Dogs

Grasmere Common, Lake District

A quieter area of the Lake District with a unique landscape. Nearby is Black Moss Pot, a lovely spot for wild swimming. About a 45-minute walk from the nearest village.

Categories: Swimming, Hiking, Mountain Biking

Porth Joke Beach, Cornwall

A quiet cove with golden sands, perfect for beachcombing and quiet picnics.

Categories: Picnics, Family, Swimming, Beach

Stonehouse, Gloucestershire

A unique abandoned boat house next to a lake - formerly used by residents of a nearby 19th-century Victorian mansion.

Categories: Walking, Dogs, Picnics

Wales:

Llŷn Peninsula, Pwllheli

A lesser-visited peninsula with serene beaches and quiet coastal paths. Especially quiet out of season.

Categories: Beach, Watersports, Wildlife, Wa

Fall Bay, Rhossili, Swansea

Vast sandy stretches and views of Worm's Head.

Categories: Beach, Swimming, Family, Coastal

Arthog Waterfalls, Snowdonia National Park

A moderate uphill walk through ancient woods and traditional Welsh stone walls will uncover a group of waterfalls cascading down the hillside.

Categories: Waterfall, Hiking, Photography, Dogs

Gronant Dunes, Prestatyn

Sand dunes and beaches to die for, this is a perfect spot to let kids and dogs run free. It's an ideal spot to watch the sun go down as well.

Categories: Dogs, Beach

Porth y Ogof, Brecon

The largest entrance of any cave in Wales, deep in Bannau Brycheiniog (Brecon Beacons).

Categories: Caving, Walking

Scotland:

Aberlady Bay, East Lothian

A haven for birdwatchers, this peaceful bay offers pleasant coastal walks.

Categories: Wildlife, Birdwatching, Beach, Walking

Loch Skeen, Moffat

Tucked away in the Southern Uplands, Loch Skeen is perfect for a tranquil day of fishing and easy walks. It feeds the 60-metre-high Grey Mare's Tail waterfall.

Categories: Fishing, Walking, Waterfall, Scenic

Talisker Bay, Isle of Skye

Talisker Bay has a quiet secluded beach best visited at low tide. To reach it, there's a pleasant 20-minute walk through green fields. When the tide is out beyond the rocks, you'll marvel at its black volcanic sands.

Categories: Walking, Photography, Island, Coastal

Lindisfarne, Holy Island

Holy Island is a pint-sized island that holds pubs and cafés a-plenty, coastal Lindisfarne Castle and ancient Lindisfarne Priory.

Categories: Historic, Ancient Ruins, Walking, Dogs

Schiehallion, Perth and Kinross

A peaceful hike up Schiehallion offers breathtaking views of the Scottish Highlands.

Categories: Hiking, Viewpoints, Climbing

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Notes to editors

1. Survey to 1,000 UK parents of kids under 12 conducted on behalf of Jeep UK by OnePoll
2. [Office for National Statistics – data on UK families](#) (based on a figure of 8.2 million families with dependent children in 2022)

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Jeep Brand

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

Ordnance Survey

Ordnance Survey is the national mapping service for Great Britain. Our mission is to help more people across the world to #GetOutside more often and enjoy a healthy relationship with the outdoors. We aim to make the outdoor activities as enjoyable, accessible and safe as possible. Our flagship digital navigation app OS Maps has been downloaded more than 5 million times and is used by our customers over 3.5 million times per month to find routes and navigate the outdoors. Our iconic set of 403 OS Explorer and 204 OS Landranger paper maps (recognised as the best in the world) are the most detailed navigation maps to cover the entirety of Great Britain. Our full range of outdoor products, including personalised Custom Made Maps, and a full accessory range are available online via the OS Shop.

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